

Subject: Updates & Notifications Form the City

Date: Friday, January 22, 2016 3:55:22 PM Pacific Standard Time

From: jasmine@fashiondistrict.org

To: Aaron Aulenta, Aimiwu Imudiase, Amy Luke, Ana Tapia, Andrew Thomas, Andy Pham, Anne Osman, Ariana Gomez, Barbara Romero, Blair Besten, Brenda Shockley, Brian Miller, Capri Maddox, Carol Schatz, Cesar DeLa Cruz, Chris Serrano, Dan Hoffman, Danielle Condit, Davilos Malila, Devin Strecker, Don Duckworth, Ellen Endo, Ellen Engelke, Eugene Van Cise, Frank Aguirre, Gary Russell, George Yu, Heather Boylston, Hurtado Daniel, Jackie Keene, Jeff Chodorow, Jeff Zarrinam, Jessica Lall, Jim Omahen, Joanne Kumamoto, Joe Mariani, John Walker, Jose A. Gonzalez, Joseph ROuzan, Josh Kreger, Kathleen Rawson, Kathy Delle Donne, Katie Gibson, Ken Nakano, Kent Smith, Kerry Morrison, Kraig Kojian, Laura Hill, Laurie Hughes, Laurie Sale, Leslie Elkan, Lisa Schechter, 'Lorena Parker (loreana@studiocitybid.com; lparker@sanpedrobid.com)', Lori Moore, Marco Li Mandri, Marie Rumsey, Mary Paterson, Matt Severson, Matt Szabo, Miguel Santiago, Mike Russell, Miranda Paster, Misty Iwatsu, Monica Carlos, Monica Rodriguez, Nicolas Griffin, Nicole Shahanian, Noah Strouse, Norma Fernandez, Patti MacJennett, Paul Racs, Priscilla Hsu, Rana Ghabban, Randall Ely, Raquel Beard, Rebecca Draper, Rebecca Hutchinson (rebecca@h-rpr.com), Rena Leddy, Rick Scott, Ron Lorenzen, Rosemary Hinkson, Salyna Cun, Sara Bilger, Seth Polen, Stef Dietrich, Stephen Robbins, Steve Gibson, Susan Levi, Suzanne Holley, Sylvia Bianchi, Taneda Larios, Thomas Kneafsey, Tim Byk, Todd Steadmen, Vicki Nussbaum

Good Afternoon,

Please find updates from the City below:

Deadlines coming up – CalFest Registration

Time flies and so do deadlines. The early-bird deadline to register for the 22nd Annual CalFest Convention & Expo, February 17-19, 2016, at the Burbank Airport Marriott Hotel is *January 26*. To see a description of the sessions included at this year's convention, go to the CalFest website, www.calfest.org/convention

The deadline for the discounted room rate at the **Burbank Airport Marriott Hotel is January 26**. After that the rate will increase. We're working with the hotel to get the discounted rate extended. We'll keep you posted, but in the meantime, we suggest you make your reservation asap. Call [1-800-736-9712](tel:1-800-736-9712). Be sure to stipulate you're part of the CalFest Group.

The deadline for entries for the **CalFest Celebration Awards is February 5**. Gather your entries today, and ship them off. Please don't make the judges wait until the very last minute. [CalFest Celebration Awards Entry Form](#)

There's still space available for the **Special One-Day Workshop, Event Marketing and Profitability**. This is your opportunity to learn from one of the leaders in the festival and event industry, Darlene Lyons, President of EZ Events, how to truly succeed at marketing your event and increasing your revenue.

To register online: [Event Marketing and Profitability](#)

To download a hard copy: [Event Marketing and Profitability](#)

CalFest Auction

And, last but not least, please join us in our only fundraiser, the **Super CalFest Auction**. The theme for this year's convention is "**Walk the Red Carpet to Success**." We're celebrating your achievements with our gala dinner, where you can dress to the nines, just like the stars do, when they're walking the red carpet to the Golden Globes or Academy Awards. In addition to having fun digging through your closet to find that tuxedo or gown, that you only wore once, have some fun

coming up with a star-studded idea for your donation to the auction. Tickets to concerts or your event, gift baskets, golf outings, fishing trips, lodging packages, airline tickets (share those unused miles), behind-the-scenes tours--there are way too many ideas to name them all. **You're fun, you're creative**, you'll come up with some great, new fresh ideas!
[CalFest Auction Form](#)

Legal Aspects of Business - Small Business Focus

I first started thinking about these questions and have been asked these questions for almost 20 years when I first assisted my immigrant parents start their first restaurant. This can be an easy response and it can be a complicated response. The best bet, is to get some information from experts. Any entrepreneur looking to plan, start or grow a business should spend a little time considering their business entity formation and some businesses may need to hire a lawyer. Los Angeles Mayor Eric Garcetti, in his "Back to Basics" agenda, challenged City Hall to build a greater city by partnering to seek opportunities and innovative solutions to problems. We are happy to bring you the first Law based events of 2016.

#1 - Small Business Legal Series: Legal & Financial Knowledge You Need to Succeed

With the support of Pacific Western Bank, In partnership with the LA Law Library, we bring Los Angeles small businesses an opportunity to learn all the things you "didn't know you needed to know" about building your business. Leading attorneys & financial professionals will present this 12-part series giving entrepreneurs and business owners the practical and comprehensive training needed to set up a business for long-term growth and success.

Series Kickoff: Tuesday, February 2, 2016

Time: 12:00 pm to 2:00 pm

Where: LA LAW library 301 W. 1st Street., Los Angeles, CA 90012

Cost: FREE - Through the generous support of Pacific Western Bank and Support from the Friends of the Los Angeles County Law Library

RSVP: www.lalawlibrary.org/business - Space is Limited

#2 – How to Choose A Business Entity

In partnership with the South Valley [BusinessSource](#) Center hosted by ICON, CDC and the USC Law School Small Business Clinic, come hear USC Law Professor Michael Chasalow present on how to choose a legal entity for your business. This is for entrepreneurs planning to start a business and existing business owners who are considering changing or confirming their existing business entity.

Date: Wednesday February 10, 2016

Time: 6:00 pm to 8:00 pm

Location: Sherman Oaks LA Library, 14245 Moorpark St., Sherman Oaks, CA 91423

Cost: FREE

RSVP: [818-894-8800](tel:818-894-8800) or email info@southValleyLabsc.com

Two items that were on the committee referral.

[16-0046](#)

To Homelessness and Poverty Committee

Motion (Huizar - Harrison-Dawson) - That the City establish a guiding principle that services, facilities and housing be provided throughout the City and the County and to formally reverse the policy of containment that has led to over-concentrations of homeless services in certain parts of the City and the County.

[16-0047](#)

To Homelessness and Poverty Committee

Motion (Huizar - Bonin - et al.) - That the City Administrative Officer and Chief Legislative Analyst be directed to report on steps necessary to place a measure on the next opportunity during a General or City election ballot to raise new revenue needed to address homelessness.

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